



# THANK YOU

## Thank you for fundraising for Médecins Sans Frontières

As an independent emergency medical aid organisation, we rely on donations from people like you to fund our work. Private support ensures we can deliver medical assistance to populations in distress regardless of race, religion, creed or political conviction.

**A community fundraising project takes this even further** – encouraging others to follow your example!

Deciding to raise funds for Médecins Sans Frontières Australia is an important undertaking and we appreciate your commitment to our work.

With this in mind we have created this brochure to help guide you through organising your fundraising project. It includes a step-by-step guide to creating your event, instructions on how to fundraise online, ideas for fundraising, and an application form for you to complete before you begin.

Thank you for considering supporting Médecins Sans Frontières in such a practical way.



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## FUNDRAISING ONLINE THE EASY WAY

Do you ever think your place might just burst if you get more gifts for your birthday? Want your wedding guests to make a donation to Médecins Sans Frontières in lieu of gifts? Have a marathon or bike ride coming up that you'd like to fundraise for?

Now you, your friends and family can give a donation in support of your training efforts, or in lieu of birthday and wedding gifts. All contributions will help us continue to deliver vital medical-humanitarian assistance to people in need.

Setting up a donation page online is simple and gives you lots of flexibility with your fundraising. You can personalise your page with photos, post updates on your training progress, and thank your supporters for their generous donations.

Once your page is created, you simply send the link to your friends and family all over the world and they will be able to contribute to your fundraising efforts. It's easy for them to make a donation and your supporters will also receive a receipt for their donation automatically, which cuts down on administration costs for Médecins Sans Frontières.

1. Go online to: <https://nfp.everydayhero.com/au/medecins-sans-frontieres-australia>
2. Click 'Start Fundraising' and enter your details to create the page
3. Personalise the page with as much information as you'd like
4. Share the page with your friends and family by email or on social media
5. Share it with them again each time you add an update to your page, to take them on the fundraising journey with you

*"Médecins Sans Frontières is Jake's favourite charity and the practical aspect of a sponsored ride was a way for Jake to achieve something really worthwhile.*

*We found it very easy to fundraise online - it's very compatible with social media too and allows you to reach a wider audience of potential donors. We used posters, with the link to the donation page, around Jake's school and in the scout hall but social media was probably the most effective tool for raising funds and awareness.*

*To fundraise - pick something you find fun in the first place and it's a really enjoyable experience and with kids, it's a great way to have some quality time together."*

The Heald Family  
41km Bike Hike  
Perth, WA





## 7 SIMPLE STEPS FOR FUNDRAISING

### 1. Choose an event

Choose an activity or event that you and your fundraising team will enjoy hosting. Have a look at the ideas in this guide or get creative and choose your own.

### 2. Get in contact with Médecins Sans Frontières Australia

After choosing an idea, create an Everyday Hero page or complete a copy of our Community Fundraising application form and send it back to us. We will be in touch soon to approve your project.

### 3. Set a fundraising goal

Set yourself and your team an achievable but challenging goal. Think through how much you will be asking people to give and how many people you anticipate will participate in your event.

### 4. Make an action plan

Draw up a timeline of tasks that need to be actioned before the event. Some things to consider with your event are; securing a venue, organising supplies and catering for the event, and making sure you have enough time to set up on the day before the event.

### 5. Make your event clear and simple

Run through your event from the perspective of a donor. Ask yourself questions such as – is the fundraising message clear? Have I explained the work of the organisation?

### 6. Promote your efforts

Why not promote your event both online and offline? Social media is a great way to promote your event and keep your supporters informed about your fundraising progress. You can also use Médecins Sans Frontières Australia's fundraising posters at your school or workplace to inform people about your event.

### 7. Thank your supporters

Make sure to thank your supporters - both your fundraising team and donors. Consider how you can keep them informed of the amount raised so they can see the impact too.

## FUNDRAISING IDEAS

### Sporting Event or Challenge

Sign up for a run, bike or swim challenge event in support of Médecins Sans Frontières. Setting up an online donation page is an easy way for your friends and family to support your training and raise funds.

### BBQ Fundraiser

Organise a street BBQ or get in touch with your local hardware store to host a barbeque, asking for a gold coin donation.

### Jumble Sale

Clean out unwanted items from your home and host a jumble sale.

### Mufti Day

Consider taking gold coin donations as part of school mufti and pyjama days.

### Cake Stall

Organise for some work colleagues or class mates to bring in baked goods for lunch and ask your peers to donate



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## FREQUENTLY ASKED QUESTIONS

### **Does Médecins Sans Frontières need to know about all fundraising activities conducted on its behalf?**

Yes, because Médecins Sans Frontières Australia is required by law to be accountable for the activity we must issue an authority stating our approval and the conditions under which you can fundraise. Each time you raise funds, Médecins Sans Frontières Australia will need to issue an authority for the specific project and period that covers the activity. In addition, in some states of Australia the fundraiser must also apply for permission to fundraise from their state authority.

### **Can I begin fundraising while I'm waiting for my application to be approved?**

No, Médecins Sans Frontières Australia must approve all fundraising activities before they commence.

### **I'd like to collect donations in my street or my local area – can you provide me with a receipt book and identification?**

No, there are a number of activities that Médecins Sans Frontières Australia can't authorise for community fundraising projects, and this includes general cash collections in public places or door-to-door approaches by individuals. Therefore Médecins Sans Frontières Australia does not issue identification badges, cards or collection tins.

### **I want to set up an In Memoriam fund for a loved one, or ask my friends to donate to Médecins Sans Frontières Australia instead of giving me a birthday gift. How do I arrange this?**

The easiest way to do this is by setting up an Everyday Hero online donation page, via our website. Alternatively, your friends and family can donate with a donation form or by telephone in celebration of birthdays, weddings, anniversaries etc. Please check our Other Ways to Donate page of the Médecins Sans Frontières Australia website for further information or call 1300 136 061.

### **I'm going on a trek in Nepal, can I arrange sponsorship in aid of Médecins Sans Frontières for this?**

No, Médecins Sans Frontières Australia is only able to approve fundraising activities that take place in Australia.

### **I'm going on a trip to a country where Médecins Sans Frontières has a project running. Am I able to fundraise for this? Can I visit a project?**

For security reasons we are unable to allow supporters to fundraise for trips to countries where we have projects operating. Similarly, we are unable to allow members of the public to visit our international projects.



### **Can someone from Médecins Sans Frontières attend my event or visit to pledge support?**

You are welcome to make a request for a staff member or field worker to attend your event on our website at: [www.msf.org.au/request-speaker](http://www.msf.org.au/request-speaker). However, we do recommend you notify us six weeks prior as we cannot guarantee that a speaker will be available.

### **Can I promote my event to the media?**

If you would like to send out press releases then these must be approved by Médecins Sans Frontières Australia prior to distribution. In addition, Médecins Sans Frontières Australia may allow use of our logo, depending on the proposed usage.

### **Can expenses be deducted from monies gathered in fundraising?**

Yes, 'proper' or 'reasonable' expenses may be deducted but some legislation gives a strict limit. At least 50% of the total income from your project should be allocated to Médecins Sans Frontières Australia. NB. Commissions or fees for you are not considered a reasonable expense and should not be submitted.

### **Can Médecins Sans Frontières Australia issue tax deductible receipts?**

Médecins Sans Frontières Australia can issue tax receipts for donations but only to individuals or organisations that make a donation without receiving a product or service in return. Tax receipts cannot be issued for donated services like entertainment or exhibition set-up.

### **Does Médecins Sans Frontières Australia accept donated material goods?**

No, as we don't have the resources or systems to convert them into donated funds, we are unable to accept material goods. Equipment and medicines for the field are packed by our logistics teams in our warehouses in Europe.

*"Each year the French department holds an event for the French National holiday, Bastille Day. The Year 10 class are responsible for managing the sale of Chocolate croissants and other French delicacies during Morning Tea to our students.*

*Our school has a strong history of fundraising and this was an ideal way to link community service in the wider world to a subject area students were able to relate to. We were then able to donate the funds raised made through the sale of food to Médecins Sans Frontières.*

*The response to our awareness raising and fundraising was very strong and to be honest, you can't really go wrong when you are selling French food to students. We are hoping to make this an annual event!"*

Georgie Richardson, Teacher  
Bastille Day Fundraiser  
Sunshine Coast Grammar School, QLD





## COMMUNITY FUNDRAISING GUIDELINES

1. An Authority to Fundraise must be received from Médecins Sans Frontières Australia before any fundraising is completed
2. Donated funds must be sent to Médecins Sans Frontières Australia within 30 days of the event
3. Cash collections in public places and door to door fundraising will not be completed as part of this fundraising activity
4. All fundraising must be completed within Australia. Médecins Sans Frontières cannot authorise fundraising outside of Australia
5. As an issue of security, Médecins Sans Frontières cannot authorise fundraising for activities, adventure treks, or visits to countries in which we currently have projects operating
6. All fundraising will be conducted for un-tied funds, meaning that all donations will be directed to our General fund and allocated to areas of the greatest need
7. At least 50% of gross income from fundraising events must be donated to Médecins Sans Frontières Australia
8. Médecins Sans Frontières should be named as the beneficiary of the fundraising activity i.e. "proceeds of the event will go to Médecins Sans Frontières". The percentage or portion of gross proceeds donated to Médecins Sans Frontières should also be disclosed
9. As the Médecins Sans Frontières logo is a registered trademark, any use of our logo or reference of Médecins Sans Frontières' name must be approved before the materials are made public
10. All media and press releases must be approved by Médecins Sans Frontières Australia prior to distribution
11. Médecins Sans Frontières Australia does not accept gifts from industries that cause direct harm to Médecins Sans Frontières patients (e.g. arms or tobacco manufacturing and sale), industries that could generate conflicts of interest with the Access Campaign (e.g. pharmaceuticals, medical equipment or research), or industries that are, or could be perceived to be contributing to conflicts and could therefore compromise Médecins Sans Frontières' independence (e.g. extractive industries - mineral, oil or gas)
12. Tax-deductible receipts will only be provided for donations and not for donated services such as entertainment, staging or setting up of an exhibition
13. The conducting of raffles as a fundraising activity is subject to each state's regulation. This must be addressed before an application is lodged
14. Médecins Sans Frontières cannot allocate funds to cover insurance for fundraising events nor does Médecins Sans Frontières' public liability cover community fundraising events



# COMMUNITY FUNDRAISING APPLICATION FORM

Please be sure to answer all questions

Name of organiser and group (if applicable): \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Description of event: \_\_\_\_\_

Location of event: \_\_\_\_\_ Date of event: \_\_\_\_\_

Please indicate the number of materials you require? Donation brochures \_\_\_\_\_ Newsletters \_\_\_\_\_ Posters \_\_\_\_\_

Do you need a copy of our Community Fundraising logo? Yes  No

How many people are expected to attend your event? \_\_\_\_\_

How much do you expect to raise? \_\_\_\_\_

Are there any expenses associated with the event? Yes  No

NB. If yes, at least 50% of gross income must be donated to Médecins Sans Frontières

I \_\_\_\_\_ confirm that I am responsible for this fundraising project. The details outlined in this application are correct and I accept all terms and conditions outlined in this application. I agree to send all proceeds to Médecins Sans Frontières within 31 days of the event's conclusion. As the Médecins Sans Frontières logo is a registered trademark, I agree that all publicity of my project will be approved by Médecins Sans Frontières prior to being printed and/or released.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Please return your signed and completed application form by post to Médecins Sans Frontières Australia and allow at least 14 days for final approval of your proposal.



## CONTACT US

You can send your application through to us at:

Médecins Sans Frontières Australia  
PO Box 847 Broadway  
NSW 2007, Australia

T: 1300 136 061

E: [community@sydney.msf.org](mailto:community@sydney.msf.org)

[msf.org.au](http://msf.org.au)

Personal information is collected to authorise your event, process donations, issue tax receipts and send updates. Please contact us if you wish to limit the use of your personal information or to stop receiving direct marketing material. Our privacy policy is available at [www.msf.org.au/privacy](http://www.msf.org.au/privacy) and contains information on how you can access or correct your personal information, who we disclose your personal information to (including overseas recipients) and how you can lodge a complaint. All donations are directed to where the medical need is greatest. Thank you. Médecins Sans Frontières Ltd ABN 74 068 758 654